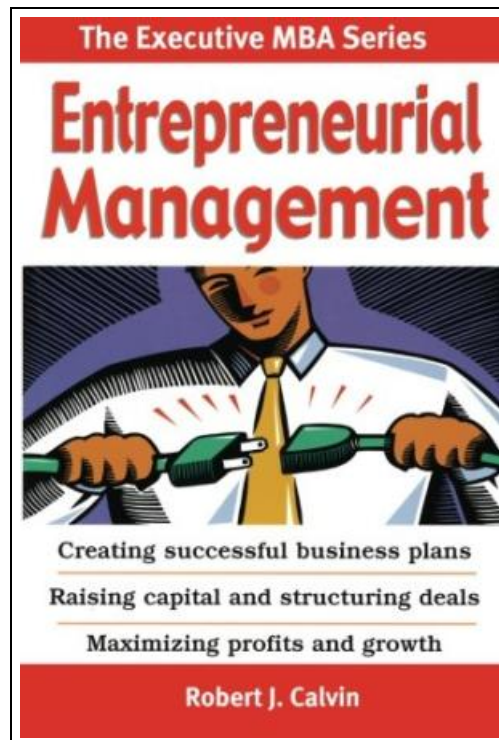


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Createspace, United States, 2010. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Entrepreneurial Management walks you through the myriad tactical and strategic issues that are essential to successfully starting a new business. University of Chicago adjunct professor and start-up veteran Robert Calvin combines his decades of experience and real-world knowledge with analysis of today's newest business models to create a proven formula for success. From spotting the right opportunity and getting the right financing to differentiating your product or service, and from the development of proper pricing and targeting programs through strategies for reaching out to customers to create and sustain profitable relationships, a wide range of essential topics and concerns are covered including: STRATEGIES for matching differentiated products or services to target market segments and even individual customers within those segments TOOLS for systematically analyzing the strengths and weaknesses of a new enterprise TECHNIQUES for developing an efficient, cost effective sales organization and marketing approach METHODS for recognizing, adapting to, and profiting from today's unprecedented rate and scale of change CREATIVE TIPS for locating--properly managing--financing resources FINANCIAL CONTROLS and key control points required for entrepreneurial success THE GROWTH BUSTERS--Mistakes to Avoid STRATEGIES for leveraging information technology, both to make your firm look larger and to match competitor's services MODELS AND METHODOLOGIES for evaluating acquisitions and reducing the risks of failure for new product/service development Starting a business is today's most direct route to gaining control over one's life and career. But while the potential rewards are tremendous, so too are the risks for the unprepared. Let Entrepreneurial Management provide you with comprehensive knowledge of the interrelated aspects of launching a business, the hands-on skills necessary to turn your dream into your career, and...

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